

CITY OF SAN JOSÉ, CA

INVITES YOUR
INTEREST IN
THE POSITION OF

MAYOR'S COMMUNICATIONS DIRECTOR



THE CITY

Known as the “Capital of Silicon Valley,” the City of San José plays a vital economic and cultural role anchoring the world’s leading region of innovation. Encompassing 181 square miles at the southern tip of the San Francisco Bay, San José is Northern California’s largest city and the 10th largest city in the nation. With more than one million residents, San José is one of the most diverse large cities in the United States. San José’s transformation into a global innovation center has resulted in one of the largest concentrations of technology companies and expertise in the world, including major tech headquarters like Cisco, Adobe, Samsung, PayPal, and eBay as well as start-ups and advanced manufacturing.

San José’s quality of life is unsurpassed. Surrounded by the Diablo and Santa Cruz mountain ranges and enjoying an average of 300 days of sunshine a year, residents have easy access to the beaches along the California coast including Santa Cruz, Monterey, and Carmel; Yosemite and Lake Tahoe in the Sierra Nevada; local and Napa Valley wine country; and rich cultural and recreational life of the entire Bay Area region.

San José has received accolades for its vibrant neighborhoods, healthy lifestyle, and diverse attractions from national media including Business Week and Money magazines. The downtown area is home to high-rise residential projects, theaters, museums, and diverse entertainment attractions such as live music, live theater, cafes, restaurants, and nightclubs. Inquiring minds are served by the Tech Museum of Innovation, the San José Museum of Art, and many local galleries and venues. Sixteen public school districts and over 300 private and parochial schools provide residents with a range of educational choices. Universities in and near the city include San José State University, Santa Clara University, Stanford University, and three University of California campuses.

In 2011, the City adopted Envision San José 2040, a long-term growth plan that set forth a vision and a comprehensive road map to guide the City’s anticipated growth through the year 2040. The Plan proactively directs significant anticipated growth in new homes and workplaces into transit accessible, infill growth areas and supports evolution toward a more urban landscape and lifestyle. The San José area is powered by one of the most highly educated and productive populations in America. More than 40 percent of the workforce has a bachelor’s degree or higher, compared with 25 percent nationally. Forty percent of San José residents are foreign born, and 50% speak a language other than English at home.

San José is proud of its rich cultural diversity and global connections, and the essential role the City plays in connecting residents and businesses to the nation and the world.

THE MAYOR’S OFFICE

The San José City Council consists of ten Councilmembers elected by district and a Mayor elected at-large, each for four-year terms. The Mayor and Council represent the residents of San José, and are responsible for providing accountability, reviewing public policy and programs, and adopting those policies which best meet the needs of the residents, visitors, and businesses in San José.

The Mayor serves as the political leader of San José, and under the City Charter, is responsible for recommending policy, program, and budget priorities for the City.

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THE POSITION

The Communications Director (CD) is an at-will position that reports to the Mayor’s Chief of Staff and interfaces directly with the Mayor to provide communications and messaging on a broad range of public policy matters.

The CD serves on the Mayor’s senior leadership team, developing and executing communications strategies for initiatives, programs, and the annual budget messages. The CD serves as the Mayor’s Press Secretary and will be the principal contact in the office for interfacing with the press. The position will also be responsible for coordinating with the City’s Public Information and Communications staff regarding media inquiries, communications, coordinating events on behalf of the Mayor’s office, and representing the Mayor’s office to City staff. The CD oversees a team that currently includes staff responsible for media relations, social media and graphic design. The CD has responsibilities for writing speeches, press releases, web content, social media posts, op-eds and columns, and serves as the editor for all office communications.

THE IDEAL CANDIDATE

The ideal candidate will have the background, experience, and knowledge to demonstrate:

- Effective use of the principles, practices, methods, and techniques of public/community relations, media relations, social media, and program management in a diverse community.
- A strong commitment to public service.
- Significant experience in high-profile press and media relations, including effective communications with the press on complex topics.
- The capacity to function in a dynamic and fast paced environment, including crisis communications.
- Extensive interaction with elected and appointed officials including business executives, regulatory agencies, community groups, employees, and the general public.
- The ability to formulate and accomplish strategic communication goals.



- The ability to present sensitive and/or complex issues, both orally and in writing, to large diverse groups in a persuasive fashion.
- The ability to make sound decisions and communicate effectively with the press with little advance notice.
- A track record of outstanding accomplishments and superior performance, including excellent judgment and decision making, planning and organizational abilities.
- Ability to communicate and work effectively with a diverse set of internal and external stakeholders.
- Ability to serve effectively as a member of a management team, including mentoring and supervising staff.



MINIMUM QUALIFICATIONS

- Education: Bachelor's degree from an accredited college or university, with an emphasis in Communications, English, Journalism, Public Relations, Public Administration, Marketing, or a related field providing education in writing, and public policy. Master's degree is preferred.
- Experience: Seven (7) years of professional experience working in the field of public/media relations in a political office, government entity, major corporation, or nonprofit. Multi-lingual skills are highly desirable.
- Employment Eligibility: Federal law requires all employees to provide verification of their eligibility to work in this country. Please be informed that the City of San José will not prepare or file a labor condition application with the Department of Labor.

Candidates must be willing to work frequent evenings and weekends, and as exempt management employees, are not eligible for overtime compensation. Employees in this classification are not members of the classified civil service and are appointed "at will." Each appointment is for a specified period of time to be determined by the appointing Mayor and does not extend past the end of the elected official's or appointing authority's term. This unclassified position requires a disclosure of outside investments, real property interest, income, and business positions.

DESIRED SKILLS

A competitive candidate will possess the following attributes:

- Excellent writing skills. Candidates must be able to write press releases, web content, opinion pieces, resolutions, talking points, letters, emails, requests, memoranda, and other materials for Committees and the City Council agenda that are clear, concise, effective, professional, and grammatically and factually accurate.
- Excellent communication and exceptional customer service skills, including the ability to work with individuals from diverse backgrounds and experiences with empathy and professionalism.
- Ability to develop and maintain effective working relationships, to work in an open and approachable manner with elected and appointed officials, the media, the public and staff at all levels.

- Ability to manage multiple projects and tasks simultaneously, often under tight deadlines and in a changing, complex environment.
- Strong organizational skills.
- Ability to research, analyze, and present background information on a wide variety of assigned projects, programs and topics, relative to issues pending before the City Council.
- Ability to work nights and weekends as required.
- Bilingual language fluency in Spanish or Vietnamese (written and oral skills) is desirable.

CORE COMPETENCIES

The ideal candidate will possess the following competencies, as demonstrated in past and current employment history. Desirable competencies for this position include:

- Job Expertise – demonstrates knowledge of and experience with applicable professional/technical principles and practices, preferably in a political or local government setting.
- Communication Skills – communicates and listens effectively and responds in a timely, useful, positive and respectful manner; written reports and correspondence are accurate, complete, current; well-organized, legible, concise, neat, and in proper grammatical form.
 - Computer Skills – experience with common business computer applications including but not limited to MS Outlook, MS Word, MS PowerPoint, MS Access, and MS Excel.
- Customer Service – approaches problem-solving by focusing on customers first; demonstrates the ability to anticipate customers' needs and deliver services effectively and efficiently in a timely, accurate, respectful, and friendly manner.
- Flexibility – makes effective decisions, working in partnership with supervisors, team members, and colleagues in the City and Council offices; achieves desired results in the midst of changing deadlines, project requirements, or project needs.

The ideal candidate will have the ability to communicate and work effectively with a diverse set of internal and external stakeholders.

- Initiative – is self-directed, resourceful, and creative in meeting job objectives; anticipates problems, is proactive, and avoids difficulties by planning ahead; displays willingness to assume extra responsibility or workload, accepts and takes on challenges; pursues continuing educational or training opportunities to enhance job performance.
- Multi-Tasking – can handle multiple projects and responsibilities simultaneously; has handled a wide variety of assignments in past and/or current position(s).
- Political Skills – politically savvy; approaches tasks by considering and thinking through how actions will impact stakeholders and others in the organization.
- Problem Solving – approaches a situation or problem by defining the problem or issue; determines the significance of problem(s); collects information; uses logic and intuition to arrive at decisions or solutions to problems that achieve the desired outcome.
- Reliability – completes quality work assignments in a timely and efficient manner; fulfills responsibilities and maintains confidentiality.
- Teamwork & Interpersonal Skills – team oriented and collaborative; demonstrates a positive energetic attitude and flexibility along with the ability to develop effective relationships with co-workers and supervisors by helping others accomplish tasks and using collaboration and conflict resolution skills.

THE COMPENSATION AND BENEFITS

The salary range for the Mayor's Communications Director is \$124,500 - \$200,850. Employees in this classification also receive an approximate five percent (5%) on-going non-pensionable compensation in addition to the compensation listed above. Compensation for this position will be based on a candidate's unique combination of skills, training, and experience.

The Mayor's Communications Director salary is supplemented by an attractive benefits package that includes:

Retirement – Competitive defined benefit retirement plan reciprocal with CalPERS; defined contribution plan available as an option.

Health Insurance – The City contributes 85% toward the premium of lowest cost nondeductible plan. There are several plan options.

Dental Insurance – The City contributes 100% of the premium of the lowest priced plan for dental coverage.

Life Insurance – The City provides a term life policy equal to two times annual salary. Long term disability and AD&D plans are optional.

Personal Time – Vacation is accrued initially at the rate of three weeks per year with amounts increasing up to five weeks after 15 years of service. Executive Leave of 40 hours is granted annually and depending upon success in the Management Performance Program could increase up to 80 hours.

Sick Leave – Sick Leave is accrued at the rate of approximately 8 hours per month.



Holidays – The City observes 14 paid holidays annually.

Deferred Compensation – The City offers an optional 457(b) plan.

Flexible Spending Accounts – The City participates in Dependent Care Assistance and Medical Reimbursement Programs.

Employee Assistance Program – The City provides a comprehensive range of services through the EAP.

TO APPLY

If you are interested in this exciting career opportunity, please visit our website at www.bobmurrayassoc.com to apply.

**Filing Deadline:
January 31, 2020**

Following the closing date, applications will be screened according to the qualifications outlined above. The most qualified candidates will be invited to personal interviews with Bob Murray and Associates. Candidates will be advised of the status of the recruitment following finalist selection. Finalist interviews will be held with the City of San Jose. A select group of candidates will be asked to provide references once it is anticipated that they may be recommended as finalists. References will be contacted only following candidate approval. If you have any questions, please do not hesitate to call Ms. Valerie Phillips at:

(916) 784-9080

**The City of San José is an
Equal Opportunity Employer**

